

NEWS BRIEFS

Apple, London real estate, The Langham and Porsche – News briefs

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Apple's Apple Watch Edition

By STAFF REPORTS

Today in luxury marketing:

[Swiss watchmakers have one eye on Apple](#)

There are lots of reasons why the Swiss watch industry has, in theory, at least, nothing to fear from the Apple Watch, says The New York Times.

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[Luxury London home-price increases slowing on China, sales tax](#)

Homes values in prime central London rose by the least in more than five years as higher taxes damped demand and Chinese buyers were deterred by their currency's devaluation, according to Bloomberg.

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[The Langham to open its first hotel in Japan](#)

Another luxury hotel chain is entering the Japanese market for its piece of the pie as the number of foreign travelers to the country soars to record highs, reports The Wall Street

Journal.

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[Porsche adds turbocharging to make the 911 greener](#)

Porsche has added turbocharged engines to its 911 sports car range to help meet increasingly tougher fuel economy and CO2 emissions rules, per Automotive News.

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